

Statewide Lodging Performance Fourth Quarter 2007

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2006	58.2%	\$98.59	\$57.33	235,787,074	405,454,735
2007	57.9%	\$104.75	\$60.61	238,903,957	412,914,327
% change	-0.5%	6.2%	5.7%	1.3%	1.8%
Mountain Region					
2006	60.0%	\$93.77	\$56.28	28,837,537	48,044,397
2007	59.3%	\$97.35	\$57.72	28,823,457	48,618,625
% change	-1.2%	3.8%	2.5%	0.0%	1.2%
State of Arizona					
2006	63.4%	\$98.45	\$62.42	5,769,125	9,099,037
2007	60.8%	\$103.26	\$62.82	5,636,353	9,265,182
% change	-4.1%	4.9%	0.6%	-2.3%	1.8%
Metro Phoenix					
2006	65.6%	\$113.67	\$74.51	3,144,231	4,796,672
2007	62.7%	\$118.55	\$74.29	3,056,249	4,877,084
% change	-4.4%	4.3%	-0.3%	-2.8%	1.7%
Metro Tucson					
2006	65.6%	\$92.43	\$60.64	915,908	1,396,100
2007	61.1%	\$97.47	\$59.52	869,493	1,423,851
% change	-6.9%	5.5%	-1.8%	-5.1%	2.0%
Flagstaff AZ					
2006	57.7%	\$67.27	\$38.78	260,957	452,646
2007	60.2%	\$72.30	\$43.50	270,233	449,150
% change	4.4%	7.5%	12.2%	3.6%	-0.8%
Non-metro AZ					
2006	60.7%	\$73.57	\$44.64	1,643,148	2,707,802
2007	58.6%	\$79.37	\$46.49	1,626,048	2,775,832
% change	-3.5%	7.9%	4.2%	-1.0%	2.5%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year